



**CALIFORNIA VETERINARY
MEDICAL ASSOCIATION**

2023 Action Plan

**PURSuing EXCELLENCE IN THE
VETERINARY PROFESSION**

VISION STATEMENT

Pursuing Excellence in the Veterinary Profession

MISSION STATEMENT

The CVMA is committed to serving our membership and community through innovative leadership and to improving animal and human health in an ethically and socially responsible manner

CORE VALUES

Leadership
Animal/Human Health
Ethics and Social Responsibility
Service to Members
Improvement

GOALS

Foster diversity, equity, and inclusion within the veterinary profession
Increase access to veterinary care
Represent the profession on issues impacting veterinary medicine
Cultivate and maintain a vibrant and diverse leadership
Promote local association engagement
Augment Political Action Committee resources
Identify and develop member benefits and services
Maintain relevant and productive committees and task forces
Provide continuing education to all members of the veterinary practice team
Maintain and promote wellness resources for members
Maintain effective disaster response program (CAVMRC)
Public Outreach and Education Regarding Veterinary Profession
Maintaining Financial Security
Public Health/OneHealth

FOSTER DIVERSITY, EQUITY, AND INCLUSION WITHIN THE VETERINARY PROFESSION¹

ACTION ITEMS	STATUS ²
2022 article series in <i>California Veterinarian</i> on diversity, equity, and inclusion issues.	Ongoing ³
Consistent CE offerings on diversity, equity, and inclusion issues.	Ongoing (Two Such Offerings in 2021-2022); will look to include at 2023 Pacific Veterinary Conference
Possible formation of CVMA Diversity and Inclusion Committee.	Near Completion (committee populated but first meeting not yet held)
Increased attention to diversity of CVMA leadership bodies.	Ongoing/Permanent ⁴
Maintain mindfulness of diversity in hiring.	Ongoing/Permanent
Identify and assess DEI-related metrics and needs in CVMA membership.	New for 2023

¹ Note that new action items in 2023 are highlighted in yellow, while the numerous completed action items from the 2022 Action Plan have been removed from this document. The CVMA maintains an archival document (independent from the Action Plan itself) that memorializes all completed action items from 2022 forward.

² “Status” as used in this document refers to the status of the action item as of October 1, 2022.

³ “Ongoing” is sometimes used by organizations as a placeholder term to message that the organization is simply thinking about something as a general matter. However, as used in this document, “Ongoing” means that the action item *has* actually been operationalized, but is something that we are continuing to pursue. In the example of the DEI article series, we have now published several such articles, with several more planned.

⁴ As used in this document, “Ongoing/Permanent” means that the action item is one that the CVMA is actively pursuing, and will continue to do so indefinitely.

INCREASE ACCESS TO VETERINARY CARE

ACTION ITEMS	STATUS
Work with Veterinary Medical Board (VMB), shelter community, and other appropriate stakeholders towards access to care solutions.	Ongoing
Increase awareness of access to veterinary care issue through an article or articles in the <i>California Veterinarian</i> magazine.	Near Completion
Consider development of additional access to care-related resources.	Not Yet Started
Consider access to care/“pipeline” relationships with California veterinary schools.	New for 2023

**REPRESENT THE PROFESSION ON ISSUES IMPACTING
VETERINARY MEDICINE**

ACTION ITEMS	STATUS
Work with lobbyists and the CVMA Legislative Committee to safeguard veterinary interests relative to legislation and regulations.	Ongoing/Permanent
Identify and monitor emerging and ongoing local, statewide, and national issues affecting the veterinary profession.	Ongoing/Permanent
Develop and maintain healthy working relationships with legislators, regulatory agencies, and other relevant stakeholders.	Ongoing/Permanent
Interface with legislators, legislative staff, the VMB, and other relevant stakeholders on issues of importance.	Ongoing/Permanent
Consistently message CVMA positions and legislative/regulatory updates to CVMA members and beyond.	Ongoing/Permanent

CULTIVATE AND MAINTAIN VIBRANT AND DIVERSE LEADERSHIP

ACTION ITEMS	STATUS
Possible creation of Membership Committee or appropriate alternative for securing direct membership input.	Not Yet Started
“Get Involved” website content with committee information and opportunity to express interest.	Completed
Maintenance of committee interest list.	Ongoing
Consideration of student/new graduate mentoring and/or networking programs or focus groups.	In Discussion
Consideration of Recent Grad event with Board members, possibly committee liaisons.	Not Yet Started
Implement “Mentor Moments” Program	New for 2023

PROMOTE LOCAL ASSOCIATION ENGAGEMENT

ACTION ITEMS	STATUS
Hold periodic CVMA/local association “crossover” meetings on issues of interest.	Ongoing (Cocktails & Conversation)
Ensure that CVMA delegates are well-informed with up-to-date information on current issues.	Ongoing (Change to HOD Approach)
Considering ways to better interface with local associations.	New for 2023
Stress importance of the CVMA, including how CVMA membership can help members in their local activities.	New for 2023

AUGMENT POLITICAL ACTION COMMITTEE RESOURCES

ACTION ITEMS	STATUS
Acknowledge PAC contributors.	Ongoing (\$250 and above get letter, and publications regularly thank contributors)
Review donation forms and consider periodic credit card deduction/autopay.	Donation form updated. Credit card deduction/autopay option scheduled to be available by December 1.
Review possibility of providing merchandise for donations of a certain level.	Not Yet Started
Consider renaming the PAC.	New for 2023

IDENTIFY AND DEVELOP MEMBER BENEFITS AND SERVICES

ACTION ITEMS	STATUS
Review member benefits for utility, need for continuation.	Not Yet Started
Consider initiation of new member benefits, including (a) those that will assist non-practice owners, lab animal veterinarians, etc., (b) scrubs/apparel, (c) website design construction/hosting, (d) payroll assistance service, and (e) financial planning.	Ongoing (yellow-shaded items are new for 2023)
Conduct a periodic (possibly once every two years) member benefit survey of members.	Ongoing (Last One Completed in 2021)

MAINTAIN RELEVANT AND PRODUCTIVE COMMITTEES AND TASK FORCES

ACTION ITEMS	STATUS
Consider creation of new committees and task forces.	Ongoing

**PROVIDE CONTINUING EDUCATION TO ALL MEMBERS OF
THE VETERINARY PRACTICE TEAM**

ACTION ITEMS	STATUS
Maintain existing, affordable, high-quality offerings, including PacVet, Spring and Fall Seminars, Large Animal (new), Sexual Harassment Prevention Training, Veterinary Assistant Program, etc.	Ongoing/Permanent
Provide multi-modal (in-person, online, and/or hybrid) CE alternatives meeting the needs of all members of the veterinary team (veterinarians, RVTs, veterinary assistants, CSRs, practice managers, and receptionists).	Ongoing, but need to consider expanded offerings for non-clinicians
Consider new CE programs, including self-guided CE options.	Not Yet Started
Consider expanding judicious use of antibiotics CE and look at other states' CE requirements.	New for 2023

**MAINTAIN AND PROMOTE WELLNESS RESOURCES FOR
MEMBERS**

ACTION ITEMS	STATUS
Publish articles in CV and other association publications on wellness topics.	Ongoing
Maintain current and relevant wellness resources webpage.	Ongoing
Offer continuing education classes on wellness topics.	Ongoing
Consider additional wellness resources (such as Calm for Business).	Ongoing (Active & Fit, Let'sGetChecked implemented in 2022)

**MAINTAIN EFFECTIVE DISASTER RESPONSE PROGRAM
(CAVMRC)**

ACTION ITEMS	STATUS
Establish annual budget item/amount for CAVMRC deployment.	Will be Proposed for 2023-2024 Budget
Continuing to promote and advertise the CAVMRC in CVMA publications and on-line media.	Ongoing

**PUBLIC OUTREACH AND EDUCATION REGARDING
VETERINARY PROFESSION**

ACTION ITEMS	STATUS
Public outreach, education, partnering, events, opportunities, exposure to profession.	Not Yet Started
Engage in public messaging on importance of veterinary care/profession, including via social media messaging.	Ongoing/Subject of Further Discussion
Help cultivate “pipeline,” and promoting profession to those not in it/who wouldn’t otherwise hear about it.	Not Yet Started
Maintain healthy relationships with relevant personnel from UC Davis School of Veterinary Medicine and Western University of Health Sciences, College of Veterinary Medicine.	Ongoing

MAINTAIN FINANCIAL SECURITY

ACTION ITEMS	STATUS
Regularly review financial status, reserves, investments through Finance Committee, Investment Committee, Board, etc.	Ongoing/Permanent
Maintain balanced budget.	2022-2023 Budget is (Knowingly) Unbalanced to allow for PAC Contribution

PUBLIC HEALTH/ONE HEALTH

ACTION ITEMS	STATUS
Consider intersection between One Health and Access to Care.	Not Yet Started
Possible CV articles and CE offerings on One Health and public health.	Not Yet Started
Possible exploration of One Health-related funding opportunities.	Not Yet Started